Agency to Run Amazon DSP: How Businesses Can Manage Programmatic Advertising More Effectively

Amazon DSP has become an important advertising option for businesses that want to reach relevant audiences across Amazon and other digital environments. Unlike traditional search advertising, programmatic advertising can help brands reach people based on shopping behaviour, interests, audience signals, and other data.

However, managing a DSP campaign requires more than simply creating advertisements and setting a budget. Audience selection, campaign structure, creative assets, bidding, measurement, optimization, and reporting all need careful attention.

For businesses without dedicated programmatic advertising expertise, working with an agency to run Amazon DSP can provide a structured way to manage campaigns and make informed decisions.

This guide explains what Amazon DSP is, what an agency can do, how campaign management works, and what businesses should consider when choosing an Amazon DSP partner.

What Is Amazon DSP?

Amazon DSP is a programmatic advertising platform that allows advertisers to reach audiences through display, video, and other digital advertising formats.

It can help brands reach potential customers based on different audience signals and advertising objectives.

Amazon DSP is different from standard keyword-based PPC advertising because it can focus on audiences and customer behaviour rather than relying only on what someone searches for at a particular moment.

Depending on the campaign setup and available inventory, advertisements can appear across Amazon-owned environments and third-party websites or applications.

The platform is designed for advertisers looking to build awareness, reach relevant audiences, support consideration, or drive conversions.

Because DSP campaigns can involve many variables, effective management is important.

What Does an Agency to Run Amazon DSP Do?

An agency to run Amazon DSP helps businesses plan, launch, manage, and optimize Amazon DSP advertising campaigns.

The exact services can vary between agencies.

Campaign management may include audience research, campaign structure, budget planning, creative coordination, bid management, performance monitoring, and reporting.

An agency can also help businesses understand campaign data and identify areas that may need improvement.

For brands that do not have internal programmatic advertising specialists, an experienced agency can provide additional knowledge and resources.

The agency's role should be connected to the business's actual objectives rather than simply increasing advertising activity.

A good campaign management process starts with understanding what the business wants to achieve.

Why Businesses Use Amazon DSP

Amazon DSP can provide businesses with opportunities to reach audiences beyond traditional search advertising.

Search advertising generally focuses on people who are actively entering relevant queries.

DSP advertising can approach audience targeting from a broader perspective.

This can be useful for brands that want to build awareness before a customer is ready to search for a product.

It can also support remarketing strategies where appropriate.

For ecommerce businesses, Amazon's broader advertising ecosystem can provide valuable audience and shopping-related signals.

The specific opportunities available depend on the advertiser, marketplace, campaign type, audience availability, and account setup.

Audience Targeting Through Amazon DSP

Audience targeting is one of the important components of Amazon DSP.

Advertisers can use available audience options to reach people who may be relevant to their products or services.

Depending on the campaign, targeting can incorporate shopping-related behaviour, interests, demographics, remarketing audiences, and other available signals.

The goal is not simply to reach the largest possible audience.

A very large audience may include many people who have little interest in the product.

Effective targeting focuses on relevance.

An Amazon DSP agency can help evaluate different audience segments and determine which ones align with the campaign objective.

Performance data can then be used to refine targeting over time.

Campaign Setup and Management

A well-structured campaign starts with clear objectives.

A brand may want to increase awareness, reach new customers, support product consideration, or generate conversions.

The campaign structure should reflect that goal.

An agency can help organize campaigns according to audience groups, products, geographic markets, creative formats, or other relevant factors.

Budget allocation can also be planned across different campaigns.

Once the campaigns are active, performance should be monitored regularly.

This allows advertisers to identify opportunities and address inefficient spending.

Ongoing management is important because campaign performance can change as audiences, competition, inventory, and creative performance evolve.

Creative and Ad Placement Strategy

Creative assets play an important role in programmatic advertising.

An advertisement must capture attention quickly while communicating a clear message.

Different campaign objectives may require different creative approaches.

Awareness campaigns may focus on brand recognition and product positioning.

Conversion-focused campaigns may emphasize a specific product, offer, or call to action.

An agency can help advertisers evaluate creative requirements and coordinate suitable assets.

Placement also matters.

The same creative may perform differently depending on the environment where it appears.

Testing different creative concepts and formats can provide useful information about audience response.

Budget and Bid Management

Budget management is another important part of Amazon DSP campaign management.

Advertisers need to determine how much they are willing to invest and how that budget should be distributed.

An agency can help monitor spending and evaluate whether the budget is being allocated toward areas that demonstrate useful performance.

Bid management is also important because programmatic advertising involves competition for available impressions.

Bids that are too aggressive can increase costs without producing enough additional value.

Bids that are too conservative may reduce reach.

The appropriate approach depends on campaign objectives, audience availability, competition, and performance data.

Measuring Amazon DSP Performance

Measuring campaign performance is essential for understanding whether advertising investment is producing useful results.

Different campaigns may require different metrics.

Awareness campaigns may focus on reach, impressions, viewability, or other brand-related indicators.

Performance-oriented campaigns may focus more heavily on conversions, sales, cost per acquisition, or return on advertising spend.

An agency can help establish reporting that connects advertising metrics with business objectives.

Simply reporting impressions and clicks may not provide enough information.

Businesses should understand what the campaign achieved and which areas deserve further attention.

Benefits of Working With an Amazon DSP Agency

Working with an Amazon DSP agency can provide access to specialized knowledge.

Programmatic advertising can involve complex campaign settings, audience strategies, creative formats, bidding decisions, and measurement.

An experienced agency can help businesses navigate these areas.

Another benefit is ongoing campaign management.

Instead of launching a campaign and leaving it unchanged, an agency can monitor performance and make data-informed adjustments.

Agencies may also provide regular reporting and strategic recommendations.

For businesses without an internal programmatic advertising team, this external expertise can be particularly useful.

However, the value of an agency depends on its experience, communication, transparency, and ability to connect campaign activity with business results.

Amazon DSP for Brand Awareness

Not every advertising campaign needs to focus immediately on a purchase.

Brand awareness can be an important objective for businesses entering a new market or introducing a product.

Amazon DSP can help advertisers reach relevant audiences across available digital inventory.

Creative messaging can introduce the brand and communicate its value proposition.

Over time, repeated exposure can help increase familiarity with the brand.

Awareness campaigns should still have measurable objectives.

Advertisers can evaluate reach, frequency, engagement, and other relevant indicators depending on the campaign.

An agency can help determine which metrics make sense for the specific awareness objective.

Amazon DSP for Retargeting

Retargeting can help advertisers reconnect with audiences who have previously interacted with a brand or product.

For example, someone may visit a product page without completing a purchase.

Depending on available targeting options and campaign eligibility, advertisers may be able to reach relevant audiences again.

The messaging can be adjusted according to the customer's stage in the buying journey.

However, retargeting should be carefully managed.

Showing the same advertisement too frequently can create a poor user experience.

Frequency management and audience segmentation can help create a more balanced strategy.

Amazon DSP and the Customer Journey

Customer journeys are rarely completely linear.

A person may discover a brand through one channel, research it through another, and make a purchase later.

Amazon DSP can form part of a broader advertising strategy that supports different stages of this journey.

Awareness campaigns can introduce the brand.

Consideration-focused campaigns can reinforce product value.

Retargeting can reconnect with audiences who have already shown interest.

Conversion-oriented campaigns can focus on people closer to making a purchase.

An agency can help businesses develop a strategy that considers these different stages rather than treating every audience the same way.

The Role of Data in Amazon DSP

Data is central to programmatic advertising.

Campaign performance information can help advertisers understand which audiences, creatives, placements, and strategies are producing useful outcomes.

An agency can review this information and identify patterns.

For example, one audience segment may generate stronger engagement while another produces more conversions.

Different creative formats may also perform differently.

These insights can inform future campaign decisions.

Data should not simply be collected for reporting purposes.

It should be used to guide optimization and budget allocation.

Amazon DSP vs Traditional PPC

Amazon DSP and traditional PPC advertising can serve different purposes.

Traditional search PPC often targets people based on the keywords they enter into a search engine.

The advertiser pays for interactions such as clicks depending on the campaign type.

Amazon DSP uses programmatic advertising and audience-based targeting to reach potential customers across available inventory.

This can allow advertisers to engage with audiences before or beyond an active search.

The two approaches can complement each other.

A brand may use search advertising to capture existing demand while using DSP to build awareness and reach additional audiences.

The right combination depends on the business, target market, and advertising objectives.

Common Amazon DSP Management Challenges

Managing Amazon DSP campaigns can involve several challenges.

One challenge is selecting audiences that are broad enough to provide reach but focused enough to remain relevant.

Another is controlling costs while maintaining sufficient delivery.

Creative performance can also change over time.

Audience behaviour and competition may shift as campaigns run.

Measurement can become complicated when customers interact with multiple advertising channels before converting.

These challenges make ongoing campaign analysis important.

An experienced agency can help identify performance issues and develop appropriate optimization strategies.

How an Agency Optimizes Amazon DSP Campaigns

Optimization involves reviewing campaign performance and making informed adjustments.

An agency may analyze audience performance, creative results, spending, conversions, and other relevant indicators.

Underperforming areas may be reviewed to determine why they are not producing the expected results.

Strong-performing segments may receive additional attention where appropriate.

Creative testing can also help identify better-performing messages.

Budget allocation can be adjusted as performance data develops.

Optimization should not mean making random changes.

Each adjustment should have a clear reason based on campaign data and business objectives.

Reporting and Transparency

Clear reporting is important when working with an Amazon DSP agency.

Businesses should understand where their advertising budget is going and what the campaigns are achieving.

Reports should focus on useful performance information rather than overwhelming clients with unnecessary data.

A good report can explain spending, reach, engagement, conversions, and other relevant metrics.

It should also provide context.

For example, a change in conversion rate may be influenced by audience mix, creative changes, seasonality, or other factors.

Transparent reporting allows businesses to make better decisions about future advertising investment.

How to Choose an Agency to Run Amazon DSP

Choosing the right agency to run Amazon DSP requires careful evaluation.

Businesses should look for relevant experience with Amazon DSP and programmatic advertising.

It is useful to ask about previous campaign types, industries served, reporting processes, and optimization methods.

Transparency should also be considered.

The agency should clearly explain its services, fees, campaign objectives, and reporting structure.

Communication is another important factor.

A good agency should be able to explain campaign performance in language that business stakeholders can understand.

The goal should be a long-term working relationship based on measurable objectives rather than simply launching advertisements.

Questions to Ask Before Hiring an Agency

Before selecting an Amazon DSP agency, businesses can ask several practical questions.

What experience does the agency have with Amazon DSP?

How does it approach audience targeting?

What metrics does it use to measure success?

How frequently does it optimize campaigns?

What type of reporting will the client receive?

How are agency fees structured?

What role will the client have in approving creative and strategy?

These questions can help businesses compare agencies more effectively.

A provider should be comfortable explaining its process without making unrealistic performance guarantees.

Conclusion

Finding the right agency to run Amazon DSP can help businesses manage programmatic advertising in a more structured and data-informed way.

Amazon DSP provides opportunities to reach audiences through different digital environments and can support objectives such as awareness, consideration, retargeting, and conversions.

However, successful campaign management requires more than launching advertisements.

Audience selection, creative strategy, budget management, bidding, measurement, and ongoing optimization all contribute to campaign performance.

An experienced Amazon DSP agency can provide specialized knowledge and ongoing management for businesses that do not have the necessary expertise internally.

When choosing a provider, businesses should evaluate relevant experience, transparency, reporting, communication, and the agency's ability to connect advertising activity with measurable business goals.

A well-managed DSP strategy should be based on clear objectives, reliable data, continuous optimization, and a strong understanding of the target audience.

Frequently Asked Questions

What is an agency to run Amazon DSP?

An agency to run Amazon DSP is a marketing company that helps businesses plan, launch, manage, measure, and optimize programmatic advertising campaigns through Amazon DSP.

Why should a business use an Amazon DSP agency?

An agency can provide specialized programmatic advertising knowledge, campaign management, audience strategy, optimization, reporting, and ongoing performance analysis.

What can Amazon DSP be used for?

Amazon DSP can support different advertising objectives, including brand awareness, audience reach, consideration, retargeting, and conversion-focused campaigns.

How does Amazon DSP differ from PPC?

Traditional PPC commonly focuses on search queries and paid clicks, while Amazon DSP uses programmatic and audience-based advertising to reach potential customers across available digital inventory.

What should I look for in an Amazon DSP agency?

Consider the agency's Amazon DSP experience, audience-targeting approach, reporting process, optimization strategy, transparency, communication, and ability to connect campaigns with measurable business objectives.

How is Amazon DSP campaign performance measured?

Depending on the campaign objective, performance can be evaluated using metrics such as reach, impressions, engagement, conversions, cost per acquisition, and return on advertising spend.